



## CLIENT SUCCESS STORY

# BDO Australia

Accounting and Business Advisory Firm Generates Over \$16 Million in Pipeline and Activity Across 36 People Following Customized Training Program

For years, [BDO](#) in Brisbane, a leading global accounting and advisory firm, has partnered with RAIN Group to provide business development (BD) training, including [RAIN Sales Conversations](#) and [RAIN Sales Negotiation](#), for its partners, associate directors, and senior managers.

After a successful multi-year engagement focused on improving capabilities for its partners, BDO was looking toward the next stage of its BD training lifecycle—a program designed for smaller, symbiotic groups of people: a *BD Pod*.

“We wanted to further embed a culture of BD into the way we work—the BDO way—and create our own source of energy around business development and growing the success of our clients,” shared Naomi Lynn, manager of clients and markets for BDO Brisbane.

At the same time, the firm wanted to enable stronger, trusted relationships between its people along with a greater understanding of the value that each brings to the success of its clients—encouraging more cross-firm collaboration and referrals between service lines.

## Solutions

BDO and RAIN Group collaborated to create the *Pod Program*, and the firm implemented the first cohort at its Brisbane office in 2019.

Running for five months with sessions every second week, groups attended 2–3-hour sessions where BD principles and models were shared, application was discussed and practiced, and activity and results were reviewed. The sessions covered concepts from RAIN Sales Conversations, [RAIN Sales Prospecting](#), [9 Habits of Extreme Productivity](#), and [Virtual Selling Imperatives](#).

“The Pod Program has provided the time and space for people to fully engage and execute their plans. They learn how to navigate tricky situations and take accountability for business development activity and results. It’s not always easy to get motivated, stay focused, and execute while doing business development. This program changed that and helped make business development a culture across the firm, and a daily habit. It’s been a great collaboration with RAIN Group. Based on the successful results, the program has also been rolled out by our Sydney office. It’s a great on-going partnership.”

Following the face-to-face sessions, participants worked on live opportunities, conducted pipeline reviews, and engaged in [1:1 coaching](#) with RAIN Group facilitators.

The second Pod Program commenced in February 2020, shortly before the COVID-19 pandemic. While many other companies halted trainings, BDO pushed forward and leveraged RAIN Group’s [Virtual Instructor-Led Training](#).

“Business development and servicing our clients doesn’t stop, so why should we? We were very comfortable moving forward with RAIN Group’s virtual Pod sessions. They helped us to adapt the content and we maintained high engagement from all participants,” said Lynn.

## Results

Following Brisbane’s two Pod Programs, there has been nearly \$17 million in new pipeline generation and activity across 36 people.

“Now our team is empowered to make business development part of their everyday habits. They’re eager to contribute to their partners’ pipeline to help grow the firm. The BD culture and engagement levels are very high,” said Lynn.

BDO has also seen a significant improvement in knowledge sharing and internal networking.

“We have highly engaged associate directors who are well equipped to actively grow our business. We’re hearing a lot of, ‘Oh, I can refer you something,’ or, ‘I need to introduce you to this client.’ It’s exciting to see these natural synergies,” shared Lynn. “There are stronger, trusted relationships between our people along with a greater understanding of the value that each brings.”

Naomi Lynn, Director of Business Development, BDO Brisbane